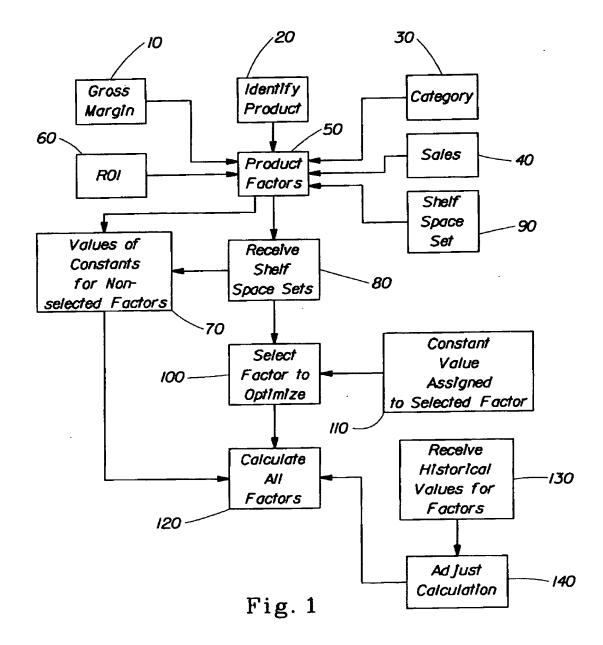
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2/3 270 150 260 Comparison Summary Functional Data Instruction Instruction Data Data 160 Factor Data **Gross** 180 Category Margin Hierarchy Product 190 Data ROI Identification 280 200 Store/ Manager 220 300 Identification Shelf Space Meta Set Geographical Scenario Data Data 210 Identification 230 Constant Value Data 240 290 Optimizing Instruction Data

Fig. 2

250

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